



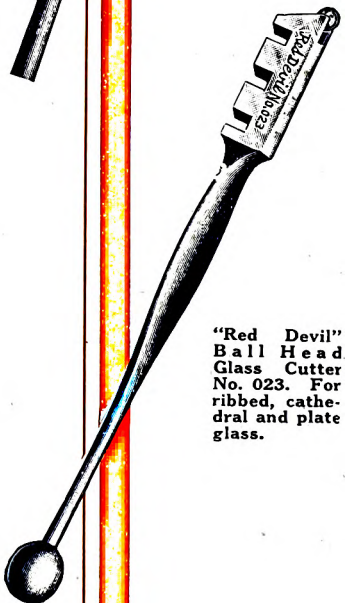
"Red Devil"
Magazine
Glass Cutter
No. 45. Six
extra wheels
in handle. Ball
head for tap-
ping glass.



"Red Devil"
Turret Head
Glass Cutter
No. 47. Six
wheels in tur-
ret — a new
one in place
in an instant.



"Red Devil"
No. 024. The
Glaziers' stan-
dard tool of
the world.



"Red Devil"
Ball Head
Glass Cutter
No. 023. For
ribbed, cathed-
ral and plate
glass.

Nine Out of Ten Glaziers Ask For

Red Devil REG. U.S. PAT. OFF. GLASS CUTTERS

Out of ten glass cutter sales, nine of them are "Red Devils".

Every glass cutter user invariably asks for them—no others will do. Ask any glazier to confirm this.

The only cutters made with hand honed, hand made cutting wheels that cut clean and sharp, with the least pressure, and stand the test of hard use.

Over forty popular styles. Write for the "Red Devil" Glaziers' Tool Booklet showing the complete line.

SMITH & HEMENWAY CO., INC.

*Manufacturers of
"Red Devil" Tools*

100 Coit Street

Irvington, N. J.

"Red Devil" Pliers, Fence Tools, Auger Bits, Snips, Hack Saw Blades and Frames, Wrenches, Screw Drivers, Cold Chisels and Punches, Nail Pullers, Linemen's and Electricians' Tools, etc.

TRADE MARK

Red Devil Tools

Better Made

This Display Board Will Make Your Store Plier Headquarters



"Red Devil" Glass Cutters, Auger Bits, Snips, Hack Saw Blades and Frames, Screw Drivers, Chain Drills, Cold Chisels and Punches, Nail Pullers, Linemen's and Electricians' Tools, etc.

YOU will attract mechanics, machinists, electricians, motorists, house-holders—the cream of the plier trade—from near and from far.

The most desirable and profitable customers to cater to, for they usually come back not only for more tools, but to make other purchases as well.

**Requires Little Space
—Accomplishes Big Things**

"Red Devil" Display Board No. 39 comprises a complete selection of the most popular selling pliers ever assembled. Thirty-nine tools in all — ranging from the long chain nose plier for delicate work, to the lineman's sturdy side cutting tool. Size of board 18 x 36 inches — made of oak.

Over a quarter century's reputation behind "Red Devil" Pliers for fine workmanship and sturdiness of design.

SMITH & HEMENWAY CO., Inc.

Manufacturers of "Red Devil" Tools

100 Coit St., Irvington, N. J.

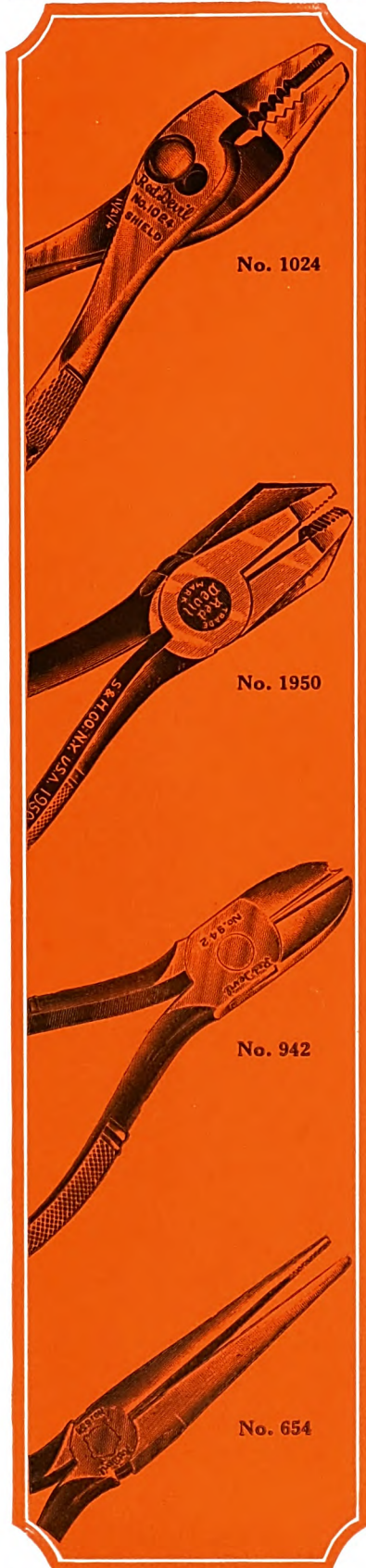
Send for the "Red Devil" Display Board Book—shows just the boards to clinch your tool sales.



TRADE MARK

Red Devil Tools

Better Made



“Red Devil” Pliers

THE “Red Devil” trade mark sets the standard for good pliers. Absolutely sound in principle and design, and have proven so after more than a quarter century’s service in the hands of the consumer.

“Red Devil” Pliers comprise a complete line, moderately priced, and made in practically every type for every conceivable purpose.

“Red Devil” Slip Joint Pliers

Made in a number of popular patterns—thin nose, heavy nose, bent nose pliers; side cutting and button cutting pliers. Knurled handles. Nickel plated.

“Red Devil” Side Cutting Pliers

The standard linemen’s, electricians’ and mechanics’ pliers. All standard sizes. By far the largest sellers of their kind.

“Red Devil” Diagonal Cutting Pliers

Forged from the best tool steel. Non-pinching, dentyne knurled handles of gunmetal finish.

“Red Devil” Long Nose Pliers

Made in a number of serviceable designs—standard sizes. Spring tempered handles, gunmetal finish.

Smith & Hemenway Co., Inc.,

Manufacturers of “Red Devil” Tools

100 Coit Street,

Irvington, N. J.

Send for the “Red Devil” Display Board Book,—shows just the plier boards to clinch your sales.

“Red Devil” Glass Cutters, Auger Bits, Snips, Hack Saw Blades and Frames, Screw Drivers, Wrenches, Chain Drills, Cold Chisels and Punches, Nail Pullers, Linemen’s and Electricians’ Tools, etc.



"Red Devil" Auger Bit Facts

The smooth cutting, rapid boring, "Red Devil" Auger Bit will immediately win your customers' favor, because:

*It will not choke in any kind of wood—
Bores smooth and straight holes—
Bores with or against the grain of any wood—
Pulls itself in without pushing—
33-1/3% easier boring—
10% greater clearance—
Made of cutting steel—*

Embodying an entirely new principle in construction, with a single scorer opposite the cutting lip, the "Red Devil" Bit pulls itself in tractor fashion and reduces the friction 50 per cent.

"Red Devil" Auger Bit Display Boards keep sales up and selling costs down.

Send for the "Red Devil" Auger Bit Booklet

SMITH & HEMENWAY CO., Inc.

Manufacturers of "Red Devil" Tools
100 Coit Street, Irvington, N. J.

"Red Devil" Pliers, Nippers, Glass Cutters, Screw Drivers, Snips, Hack Saw Blades and Frames, Cold Chisels and Punches, Nail Pullers, Linemen's and Electricians' Tools, etc.



TRADE MARK

Red Devil Tools

Better Made



The Line of "Red Devil" Tools Finds a Ready Market

YEAR in and year out, "Red Devil" Quality Tools and Hardware Specialties find a steady demand, attracting the cream of the tool trade to your store, from near and afar.

Attractively packaged, and easily displayed, they enhance the appearance of your show cases and counters.

"Red Devil" Glass Cutters

Millions of them sold and used, speak for their widespread popularity. The only cutters with hand honed, hand tested steel cutting wheels.

"Red Devil" Cold Chisel

Carefully tempered and hardened edge holds. Radium finish blade makes the tool easily visible. All the popular sizes.

"Red Devil" Nail Pullers

—have been giving a good account of themselves since 1872—the first ever made. The Giant "Red Devil" shown here combines a box chisel and strap cutter. No springs, no pinching, no rolling.

"Red Devil" Screw Drivers

A complete line of popular priced tools made in every practical style and size.

*The "Red Devil" Tool Catalog
describes the full line.*

SMITH & HEMENWAY CO., Inc.,

Mfrs. of "Red Devil" Tools

100 Coit St.,

Irvington, N. J

"Red Devil" Glass Cutters, Auger Bits, Snips, Hack Saw Blades and Frames, Screw Drivers, Chain Drills, Cold Chisels and Punches, Nail Pullers, Linemen's and Electricians' Tools, etc.

FREE!

The "Red Devil" Display Board Book shows just the tool boards to clinch your sales.



TRADE MARK

Red Devil Tools

Better Made

NEW GOODS *and* IMPROVEMENTS

These items are represented by their makers to have been on the market less than six months. If, on rare occasions, misrepresentation imposes older items, the burden of proof is with the manufacturer. It is our purpose to keep this department well within the meaning of its title.

Kester Radio Solder

The Chicago Solder Company, 4201 Wrightwood Avenue, Chicago, Ill., are marketing a new product, Kester Radio Solder. This material, the makers claim, has the recommendation of many leading radio engineers as a safe and simple solder. It is a hollow ribbon of genuine tin and lead having inside a pure rosin flux. This flux is in proportion to the surrounding solder and feeds out as the solder is used.

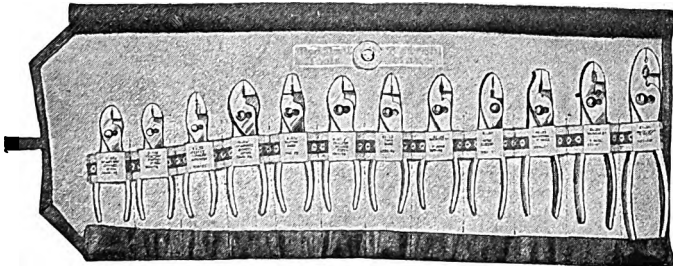


Kester radio solder

Each carton contains 10 cans of solder that hold a coil of about $\frac{1}{4}$ lb. each. Descriptive leaflets and a brilliant window strip are included in each carton. A case lot contains 10 cartons or 100 cans.

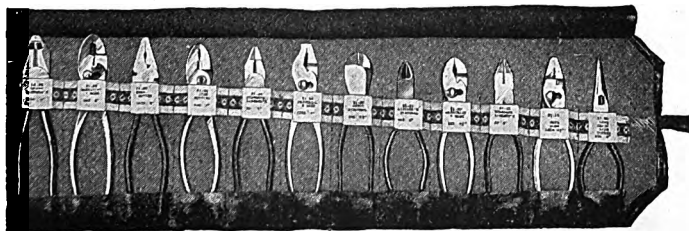
"Red Devil" Plier Rolls

Smith & Hemenway Company, Inc., 261 Broadway, New York, N. Y., are marketing two new plier rolls in



"Red Devil" plier roll No. 204R

compact leatherette, convenient to place on show cases. They have been designed to take up little space and serve



"Red Devil" plier roll No. 1200R

as a convenience in handling and showing tools at close range. They are cloth lined.

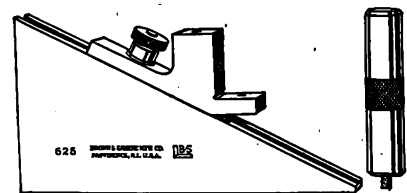
Roll No. 204 R contains 12 slip joint pliers which are

designed particularly for automotive use.

Roll No. 1200 R holds 12 tools including side cutting, diagonal cutting, button cutting, long nose pliers and slip joint pliers. Each tool is individually priced, showing the consumers' cost.

Brown & Sharpe Planer and Shaper Gauge No. 625

Brown & Sharpe Manufacturing Company are marketing a new planer and shaper gauge No. 625 with which the time spent by the planer hand in adjusting the cutting tool of the planer is reduced to a minimum. By setting this gauge to a micrometer, surface gauge or caliper and bringing the planer tool in contact with it, the cut taken is sure to be of the correct depth.



Brown and Sharpe planer and shaper gauge No. 625

The body of the tool is made of high grade steel and hardened. A slot is cut on the diagonal side of the body and a slide with two spaces is adjustable up and down this diagonal edge.

The advantages of an adjustable gauge of this kind are readily appreciated by the average mechanic who heretofore has found it necessary to rely upon standard blocks furnished in most shops for this kind of work.

Millers Falls Spiral Ratchet Screwdrivers

The Millers Falls Company, Millers Falls, Mass., are marketing three new spiral ratchet screw drivers, Nos. 610, 620, 670. These screw drivers are the same design as Nos. 61, 62 and 67 with the addition of a spring in the handle. With this spring the tool



Millers Falls spiral ratchet screw driver

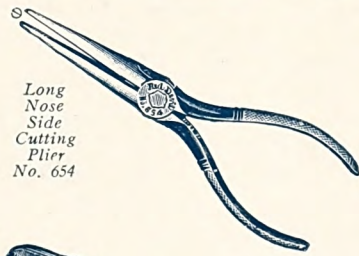
works on the principle of an automatic drill in which the handle is pushed and quickly returns for the next stroke.

It is of particular advantage in driving screws in

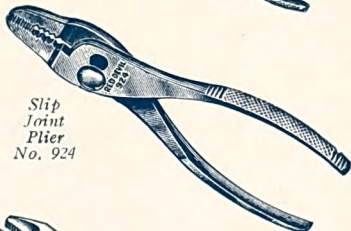
TRADE MARK
**Red Devil
Tools**



**Better
Made**



Long
Nose
Side
Cutting
Plier
No. 654



Slip
Joint
Plier
No. 924



Side
Cutting
Plier
No. 1950

"Red Devil" Pliers *Mean Better Business*

"Red Devil" Pliers, the standard for over a quarter century, bring the best class of trade to your store.

With a stock of "Red Devils" you can build up a thriving tool business and get your customers' valuable good will.

Over a hundred styles—one for every need.

"Red Devil" Plier Easel Display Boards keep sales up and selling cost down. Better write for the Display Board Book.

SMITH & HEMENWAY CO., Inc.

Mfrs. of "Red Devil" Tools
100 Coit St., Irvington, N. J.

"Red Devil" Glass Cutters, Auger Bits, Snips, Wrenches, Chain Drills, Screw Drivers, Cold Chisels and Punches, Nail Pullers, Linemen's and Electricians' Tools, etc.